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SEPTEMBER 1, 1986

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

STORER STRATEGY PAYING OFF FOR KKR

BROADCAST AFFILIATE SAT NET MAY CAUSE STIR

FALL CONSTRUCTION SPECIAL: REBUILDS AND UPGRADES

ON-SCREEN PROGRAM PREVIEWING STARTING TO CATCH ON

FINANCIAL ROUNDTABLE, PART II

MTV AT FIVE: STILL NO PLANS TO DOMESTICATE ROCK & ROLL

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FRONTLINE

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COVER STORY

Maturing 5-year-old 26
As it passes its fifth-year milestone, MTV is undergoing changes in management and programming but with a strong emphasis on continuing the low-budget formula that has made it a winner in basic cable.

Film product comparison— October

Film	Pay Networks					Distributor
Adventures of A Plumber's Mate		ST*				Miramax
Adventures of a Taxi Driver		ST				Miramax
Adventures of Buckaroo Bonzai, The	(HBO)	ST	(TMC)	(HTN)	(MAX)	20th Century- Fox
Adventures of Huckleberry Finn, The			TMC*	(HTN)		Transcon
Advice to the Lovelorn	HBO					Universal
Agnes of God	HBO					Columbia
All the Rivers Run (Pts. 1-4)	HBO*					Crawford
Altered States		ST			MAX	Warner Bros.
American Flyers	(HBO)	ST*	(TMC)	HTN*		Warner Bros.
American Werewolf In London, An			TMC			King Features
Android	HBO				(MAX)	Castle Hill
Avalanche					MAX	New World
Aviator, The	HBO			HTN*		MGM/UA
Bachelor Party	HBO*	(ST)	(TMC)		(MAX)	20th Century-Fox
Back To Bataan					MAX	RKO Pictures
Becket			TMC			Fox/Lorber
Beer					MAX	Orion
Bedford Incident, The					MAX	Columbia
Better Off Dead					MAX	Warner Bros.
Big Bounce, The				HTN		Warner Bros.
Blazing Saddles		ST*	(TMC)		(MAX)	Warner Bros.
Blind Date			TMC*			Wescom
Blind Rage	HBO				(MAX)	Cannon
Blood Simple	(HBO)		TMC*			Circle
Body Double	HBO*				(MAX)	Columbia
Brewster's Millions	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Universal
Bye Bye Birdie	HBO					Columbia
Caged Heat		ST				Viacom
Candidate, The		ST	(TMC)	HTN*		Warner Bros.
Cannery Row			(TMC)		MAX*	MGM/UA
Cannonball Run II	(HBO)	ST	(TMC)	HTN*		Warner Bros.
Careful, He Might Hear You	(HBO)	(ST)	(TMC)	HTN*		20th Century-Fox
Cave Girl			TMC			Crown
Choose Me			TMC			Lorimar
C.H.U.D.					MAX	New World
Cimarron		ST*			(MAX)	MGM/UA
City Heat	HBO	(ST)	(TMC)	HTN*	(MAX)	Warner Bros.
The Clairvoyant			TMC			20th Century-Fox
Cloak & Dagger	(HBO)	ST	(TMC)	HTN*		Universal
Company of Wolves, The		ST				Cannon
Compromising Positions		ST				Paramount
Corn Is High, The	HBO*					Warner Bros.
Coup de Tete					MAX	Columbia
Cover Girl (1944)					MAX*	Columbia
Creator			TMC		MAX	Universal
Creature			TMC		MAX	Goldwyn
Creepshow	(HBO)				MAX	Warner Bros.
Cry Rape					MAX	Warner Bros.
Dallas			(TMC)		MAX	Warner Bros.
Death Wish III		ST				Cannon
Def-Con 4	HBO					New World
Devil and Daniel Webster, The		ST	(TMC)			New Century
Diamond Horseshoe					MAX	20th Century-Fox
Doctor and the Devils, The	HBO		TMC			20th Century-Fox
Door to Door	HBO*					Castle Hill
Dreamscape	(HBO)		TMC	(HTN)	(MAX)	20th Century-Fox
Dune	HBO	(ST)	TMC			Universal
Eating Raoul			TMC			20th Century-Fox
Eddie and the Cruisers					MAX*	Warner Bros.
El Condor					MAX	Warner Bros.
Eleni	HBO					Warner Bros.
El Norte			TMC*			Cinecom
Elvis On Tour			TMC*			MGM/UA
Emerald Forest, The		ST*	(TMC)			Embassy
Empire Strikes Back, The	(HBO)		(TMC)	HTN*	(MAX)	20th Century-Fox
Enemy of The People, An				HTN*		Warner Bros.
Fanny Hill					MAX	Playboy
Farmer's Daughter, The				HTN		ABC Video
Final Countdown, The					MAX	Film Finance
Find My Son, To	HBO					Columbia
Fire In The Stone		(ST)	TMC	(HTN)		Tolchin Films
Fletch				(HTN)	MAX	Universal
Florida Straits	HBO					Independent Productions
Forbidden	HBO					Jozak/Dec.
Forever Darling	(HBO)		TMC			MGM/UA
Fort Apache					MAX	RKO Pictures
Four Seasons, The	(HBO)		TMC	(HTN)		Universal
Frances	HBO					Thorn-EMI
Fraternity Vacation	HBO					New World
French Woman, The		(ST)			MAX	Film Gallery
Garbo Talks		ST*	(TMC)			MGM/UA
Gauntlet, The					MAX*	Warner Bros.
George Washington Slept Here			TMC			MGM/UA
Ghostbusters	(HBO)				MAX	Columbia
Gimme an 'F'	(HBO)	(ST)	TMC			20th Century-Fox
Girl With the Green Eyes		ST				MGM/UA
Girl Friends				HTN*		Warner Bros.
Give My Regards To Broad Street	(HBO)		TMC*			20th Century-Fox
Global Affair, A			TMC*			MGM/UA
Gloria					MAX	Columbia
Gold Is Where You Find It		ST				MGM/UA
Great Catherine			TMC		MAX	Warner Bros.
Great Dictator, The			(TMC)	HTN*	(MAX)	20th Century-Fox
Great Muppet Caper, The	HBO					ITC
Grey Fox, The	(HBO)	ST				The Movie Store
Happy Ending, The			TMC			MGM/UA
H.E.A.L.T.H.			TMC			20th Century-Fox
Heavenly Bodies	(HBO)				MAX	MGM/UA
Heavenly Kid, The	HBO				(MAX)	Orion
Heidi		(ST)		HTN*		20th Century-Fox
Hero At Large			TMC			MGM/UA
Hey Babe!			TMC*			Carolco
Holcroft Covenant, The	HBO					Thorn-EMI
Hollywood Ghost Stories			TMC		MAX	Castle Hill
Hot Moves		ST*				RK Video
How Sweet It Is			(TMC)	HTN		Warner Bros.
Idolmaker, The			TMC*			MGM/UA
Initiation, The	HBO	(ST)				New World
Into The Night					MAX*	Universal
Invasion USA		ST*				Cannon
Iron Mistress, The		ST				Warner Bros.
Irreconcilable Differences		(ST)		HTN*	MAX	Warner Bros.
Jagged Edge	HBO				MAX	Columbia
Jigsaw Man, The			(TMC)		MAX	Jigsaw Inc.
Johnny Dangerously			TMC		(MAX)	20th Century-Fox
Joshua Then And Now			TMC		MAX	20th Century-Fox
Just the Way You Are			(TMC)	HTN*	(MAX)	MGM/UA
Kind Hearts and Coronets		(ST)			MAX	New Century
King of the Mountain			TMC			King Features
Kiss Me, Stupid			TMC			MGM/UA
Laurel & Hardy's Laughing 20's			TMC			MGM/UA
Learning Tree, The				HTN*		Warner Bros.
Les Miserables		ST				Les Haber Productions
Lies My Father Told Me	HBO					Columbia
Lifeforce	HBO				(MAX)	Tri-Star
Life of the Party: The Story of Beatrice					MAX	Columbia
Little Drummer Girl, The	HBO		(TMC)			Warner Bros.
Little Treasure					MAX	Tri-Star
Losin' It	HBO		(TMC)		(MAX)	Embassy
Love and Larceny					MAX	Canadian Broadcasting
Love Letters	HBO		TMC		(MAX)	New Horizon
Love Me or Leave Me			TMC			MGM/UA
Madame Rosa			TMC			Film Gallery
Man In The White Suit, The			TMC*			New Century
Manny's Orphans			TMC			Castle Hill
Man With One Red Shoe, The	(HBO)	(ST)			MAX	20th Century-Fox
Mata Hari					MAX	Cannon
Maxi	HBO				MAX	Orion
Mikey & Nicky			TMC*			Paramount
Missing In Action II	(HBO)		TMC		(MAX)	Cannon
Morons From Outer Space					MAX	Thorn-EMI
Moving Violations			TMC			20th Century-Fox
Mr. T.'s Be Somebody				HTN		Universal
Murder In Space			TMC*			Robert Cooper
My Science Project	(HBO)	ST	TMC			Walt Disney
Nancy Goes To Rio		(ST)	TMC			MGM/UA
Neptune's Daughter			TMC			MGM/UA
Nightmare On Elm Street, A	(HBO)		(TMC)		MAX	New Line
Night of the Comet		(ST)		(HTN)	MAX	Atlantic
Night School		ST	(TMC)			Lorimar
Night To Remember, A			TMC			New Century
Not For Publication	HBO					Thorn-EMI
Notorious				HTN		ABC Video
Oh, God! You Devil	HBO*			HTN*	(MAX)	Warner Bros.
Old Enough			(TMC)		MAX	Film Gallery
Once Upon A Time						

Nick Nolte, Judd Hirsh and Jo Beth Williams star in 'Teachers.'

Film	Pay Networks					Distributor
In America	(HBO)	ST	(TMC)		(MAX)	Warner Bros.
Opposite Sex, The		(ST)	TMC		MAX	MGM/UA
Othello				HTN*		Warner Bros.
Oxford Blues	HBO	(ST)	TMC	(HTN)		MGM/UA
Pale Rider	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Paris Texas			TMC			20th Century-Fox
Perfect Timing		(ST)			MAX	Film Gallery
Perils of Gwendoline, The		(ST)	TMC		(MAX)	Goldwyn
Phar Lap			TMC*	(HTN)	(MAX)	20th Century-Fox
Philadelphia Experiment, The				(HTN)	MAX*	New World
Places In The Heart	HBO				(MAX)	Tri-Star
Platinum Blonde					MAX	Columbia
Porky's Revenge	HBO	(ST)				20th Century-Fox
Pretty Maids All In A Row			TMC*			MGM/UA
Prizzi's Honor	(HBO)	(ST)	(TMC)		MAX	Universal
Protector	HBO		(TMC)		(MAX)	Warner Bros.
Protocol	(HBO)	(ST)		HTN*	(MAX)	Warner Bros.
Pursuit of D.B. Cooper, The			TMC*			King Features
Raisin In the Sun, A					MAX	Columbia
Raw Courage	(HBO)		TMC*			New World
Razor's Edge, The	HBO*					Columbia
Reckless			(TMC)		MAX	MGM/UA
Red Dawn	HBO	ST	TMC	(HTN)		MGM/UA
Remo Williams: The Adventure Begins	HBO				MAX	Orion
Reno & The Doc	HBO*					ACM Television
Return of the Living Dead	HBO					Hemdale
Return of the Tall Blonde Man With One Black Shoe			TMC*			MGM/UA
Revenge of the Nerds	(HBO)	(ST)	TMC		MAX*	20th Century-Fox
Rhinestone	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Richard Pryor Live On the Sunset Step	HBO*					Columbia
Richard III			TMC			New Century
Rock & Roll: The Early Days				HTN	MAX	Fox/Lorber
Rock & Rule	(HBO)		TMC*			MGM/UA
Royal Wedding	HBO		(TMC)			MGM/UA
Ruling Class, The			TMC			Embassy
Rustler's Rhapsody		ST*	(TMC)			Paramount
Sea Gull, The				HTN*		Warner Bros.
Seance on A Wet Afternoon			TMC			New Century
Second Hand Hearts		ST				Lorimar
Secret Places			TMC			20th Century-Fox
Sharma and Beyond			TMC*			Film Gallery
She			(TMC)		MAX	American National
Shocking Miss Pilgrim, The					MAX	20th Century-Fox
Silver Bullet		ST	TMC			Paramount
To Sir With Love					MAX	Columbia
Skyhigh	(HBO)				MAX	Forminx Co.
Sleepaway Camp	HBO					Sleep
Smithereens			TMC			Film Gallery
Somebody Killed Her Husband					MAX	Columbia
Songwriter	HBO				(MAX)	Tri-Star
Sphinx	HBO					Warner Bros.
Spiral Staircase, The				HTN	MAX	Warner Bros.
Split Image	HBO					Polygram
Start the Revolution Without Me			TMC			Warner Bros.
Starman	(HBO)				MAX	Columiba
Statue of Liberty, The					MAX	American Documentary
Stephen King's Cat's Eye	(HBO)			(HTN)	MAX	MGM/UA
Stick		ST	(TMC)		(MAX)	Universal
Streets of Fire	(HBO)	ST	(TMC)	(HTN)	(MAX)	Universal
Strip, The		ST				MGM/UA
Stripes	HBO					Columbia
Stud, The		ST				Telepictures
Sunday, Bloody Sunday			TMC*			MGM/UA
Sunset Strip	HBO					Goldwyn
Supergirl	HBO				(MAX)	Tri-Star
SPFX: The Making of Empire				HTN*		20th Century-Fox
2010	(HBO)	(ST)		HTN*	MAX	MGM/UA
Teachers	(HBO)	ST	(TMC)		(MAX)	MGM/UA
Teen Wolf	HBO			HTN*	(MAX)	Atlantic
Ten From Your Show of Shows	(HBO)	(ST)	TMC			Les Haber
Tennessee Champ		ST				MGM/UA
Terminator, The	HBO*					Hemdale
Terror In The Aisles			TMC			Universal
Test of Love, A				HTN	MAX	Universal
Texas Carnival		ST				MGM/UA
That's Dancing				HTN*	(MAX)	MGM/UA
They're Playing With Fire			TMC*			New World
They Won't Forget			TMC			MGM/UA
Those Glory, Glory Days			TMC			Film Gallery
Thunder Alley	HBO		TMC			Cannon
Tigers In Lipstick		(ST)			MAX	Castle Hill
Time Bomb					MAX	Universal
Tommy					MAX	Columbia
Too Scared To Scream			TMC		MAX*	The Movie Store
Trancers	(HBO)				MAX	Vestron
Transylvania 6-5000	HBO					New World
Tunes of Glory			TMC		(MAX)	New Century
Turk 182!	(HBO)	(ST)	TMC*		(MAX)	20th Century-Fox
Two Lovers		ST				MGM/UA
Until September	HBO	(ST)	TMC			MGM/UA
Ups and Downs		ST	(TMC)			David Armstrong
Utilities			TMC*	(HTN)		The Movie Store
Vamping		(ST)	TMC*			Atlantic
Victory		ST	TMC		MAX	Lorimar
View To A Kill, A	(HBO)			(HTN)	MAX*	MGM/UA
V.I.P.'s, The			TMC*			MGM/UA
Vision Quest	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Volunteers	HBO*				(MAX)	Silver Screen
Wall, The					MAX	TLF
Whispers, The		ST				MGM/UA
Whistle Down The Wind		ST				New Century
Wild Geese II					MAX	Thorn-EMI
Wildlife, The	(HBO)		TMC		(MAX)	Universal
Woman of Paris, A				HTN*		20th Century-Fox
Women In Love			(TMC)		MAX	MGM/UA
Year of the Dragon		ST				MGM/UA

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in May, June, July, August and/or September.
- An asterisk indicates the film is a carry-over from May, June, July, August and/or September.
- In total, 261 films appear on the September schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, 4 have played on all five services, 19 have played on four of the five services, 29 have played on three services and 71 have played on two of the five services. One hundred and thirty-eight titles were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV in October is MGM/UA with 44, followed by Warner Bros. with 35, 20th Century-Fox with 30, Columbia with 21 and Universal with 16.
- Titles subject to change.

weren't right for the channel's demographic.

The recent wave of fundamentalist backlash against the salacious aspects of rock has largely focused on heavy metal bands, and MTV's Freston acknowledges that some metal videos, such as a gory teen-horror movie spoof from Twisted Sister, have been banned from the service. Another popular video, *Baby Love* from Madonna clone Regina, was sent back to Atlantic Records for editing after MTV executives spotted what looked like a soft-core sex scene.

A source at Atlantic says that, as a joke, the company sent back a re-edited version with a scene from a hard-core porno movie added. Atlantic also had a little fun when MTV objected to the Yiddish expletive "schmuck" in a Mike and the Mechanics video—they sent back an edited version with a much more graphic term in its place.

Both videos eventually got on, and Freston asserts that the channel has not been pressured to change its programming style because it has always been careful about what it presents.

Anti-rock pressure

In any case, anti-rock pressure from such zealots as the Reverend Jimmy Swaggart doesn't seem to have had much impact on MTV, and most cable operators say they felt little or no pressure on them to drop the service.

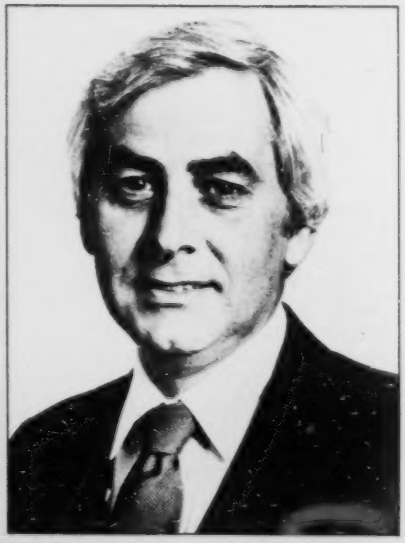
Some operators, like New York Times Cable President Dave McDonald, say that the service has a huge reservoir of viewers who tune in whenever the channel's doing something special, which is one of the reasons the network is scheduling so many unique events. MTV's Live Aid telecast on July 13 of last year earned the channel a whopping 53.9 share of all NYT Cable households, a big boost from the one share the channel often collects on the system.

In common with many other operators, McDonald is unhappy with the discounts larger operators get with MTV, estimating that Tele-Communications Inc., the largest MSO, may be paying 20 percent less than the New York Times system. MTV is considered such a foundation service, however, that McDonald has not threatened any retaliatory action, a situation not repeated when CBN announced it is initiating a per-sub fee—NYT is dropping CBN when its current contract runs out Nov. 1.

The National Cable Television Co-Operative has also scored the discounting situation. The group's executive director, Michael Pandzik, is urging the 43 NCTC member systems to consider adding MTV competitor Hit Video USA to give themselves more leverage. Pandzik says none of his members, to his knowledge, have dropped MTV, however, and he says it is unlikely that many will. "MTV has really good brand-name awareness, and they worked real hard to get it," he says. "The price they've charged is fine—if everyone paid that, we wouldn't need a co-op."

Five years after MTV launched, it's clear that music video has staying power. Canada's MuchMusic Network, for example, currently a pay-cable service (although the two-year old channel may be going basic in the near future) is thriving, with an 800,000 subscriber count that surpasses most industry projections. Bill Bobek, MuchMusic's national publicity manager, surmises that MTV may have taken some unfair heat from the press on ratings because few have taken into account that the creation of VH-1 may have "split the market."

Whatever the reason, it's hard to conclude that MTV, the biggest profit center in basic-cable services, won't be celebrating another milestone anniversary five years from now. ■



'What brings an advertiser to sit down and talk with us is that we're the only game in town with this demographic.'

—Robert Roganti

Home Shopping clarifications

In *CableVision*'s recent home shopping rundown (9/1/86, p. 26), Communications Equity Associates was identified as an operator sales agent for Home Shopping Network's authorized private placement. HSN announced that arrangement in a press release issued three months ago. Executives at Communications Equity now note that the relationship has been terminated. The Florida-based investment house will continue to adivse HSN on corporate strategy matters and its continuing search for HSN 2 broadcast affiliates.

Also, inadvertently omitted from the services profiled in the Sept. 1 issue was the **Weekly Shopping Network**. This half-hour exercise, one of the first syndicated attempts in the video retail marketplace, debuted last month on Warner Cable, Houston, Falcon's Los Angeles system and LO outlets in Roanoke, Va., and Little Rock, Ark. The program comes from Videologue Marketing Corp., which has distributed mail order catalogue cassettes since 1984. A typical episode showcases 20 to 30 products, from luggage to calculators, featuring such brand names as Calvin Klein, Presto and Elizabeth Arden. Customers order using a toll-free number, and affiliates collect a 3 percent to 5 percent commission off each sale in their areas. The program mixes trivia contests with its sales approach and conducts a "frequent buyer" promotion where customers accumulate points (based on their WSN use) for high-priced merchandise or prizes. One new show is distributed each week, with systems holding an option to run the segment where and whenever they choose. All of WSN's cable affiliates schedule the series during early fringe or prime time. Independent stations in Boston and Indianapolis also have bought the program.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985	86,304,000	64,571,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH.

Cable barometer

Television households (TVHH) 86,304,000
Homes passed by cable (HP).....64,571,000
Percent of TVHH passed by cable 74.7%
Basic cable subs 36,120,000
Percent of TVHH with basic cable 41.8%
Percent of HP with basic cable 56.0%
Pay cable subs 21,672,000
Percent of TVHH with pay cable.....25.1%
Percent of HP with pay cable.....33.6%
Percent of basic subs with pay cable 60.0%

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH.

Satellite lineup

Satcom III-R (RCA Americom) — **Transponder**

Arts & Entertainment....24
BET....20
CBN Cable Network....8
Cable Radio Network....4
Cable Value Network....18
Cinemax (West)....23
ESPN (Blackout)....7
Eternal Word Television Network....12
Financial News Network....4
Genesis Storytime....8
HBO (West)....13
HSN2....2, 16
HTN....16
Home Shopping Network....22
The Learning Channel....2
Lifetime....17
MTV....11
National Jewish Television....18
Nickelodeon....1
PTL....2
Reuter Monitor Service....18
Showtime (West)....10
Studioline....19
Tempo Television....6
TV Decisions....24
Trinity Broadcasting Network....3
Video Hits One....15
Viewer's Choice....5
The Weather Channel....21

Satcom IV (RCA Americom) — **Transponder**

American Movie Classics....10
Biznet....6
Bravo....2
Hit Video USA....18
Home Sports Entertainment....11
Home Team Sports....22
Innovations In Living (HSN2)....1
Liberty Broadcasting Network....7
Madison Square Garden....6
New England Sports Network....13
Nickelodeon (West)....4
Nostalgia Channel....21
The Playboy Channel....24
Pratco TV Shopper's Showcase....14
Prime Ticket....20
Rock Christian Network....3
The Silent Network....23V
SportsVision....9
WPIX—New York....19

Westar III (Western Union) — **Transponder**

CNN....5

Westar IV (Western Union) — **Transponder**

Atlantic City Horse Racing....6
Cable News Network (CNN)....16
Catholic Telecommunications Network of America....11
International Television Network....10D
Public Broadcasting Service....15, 17, 21, 23
Texas State Network....2
Word of Faith Satellite Network....6

Westar V (Western Union) — **Transponder**

Fantasy Unrestricted Network (FUN)....24
FUN Weekend Pay-per-view....24
Pro-Am Sports System (PASS)....14
The University Network....2

Telstar 303 (AT&T) — **Transponder**

American Extasy....19
Country Music Television (CMTV)....18
KTVT (Dallas)....22
SelecTV....13

Galaxy I (Hughes) — **Transponder**

Alternate View Network....22
CBN Cable Network....11
Cinemax (East)....19
CNN....7
C-SPAN....13
The Discovery Channel....22
The Disney Channel (East)....4
(West)....24
EPG....3
ESPN....9
GalaVision....20
HBO (East)....23
Headline News....8
Keyfax National Teletext Magazine....18
Moody Broadcasting Network....3
The Movie Channel (East)....10
(West)....14
The Nashville Network....2
PTL....17
Request Television....12
Seeburg Adult Contemporary....3
Seeburg Contemporary Instrumental....3
Showtime (East)....5
SIN....6
Studioline....13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	3,778,621	(11/85)
2.	American Television and Communications Corp.	2,700,000	(12/85)
3.	Group W Cable	2,162,000	(10/85)
4.	Storer Cable Communications	1,568,000	(6/86)
5.	Cox Cable Communications	1,331,152	(6/86)
6.	Warner Cable Communications Inc.	1,258,945	(6/86)
7.	Continental Cablevision	1,198,000	(6/86)
8.	United Cable	1,027,602	(7/86)
9.	Newhouse Broadcasting	972,377	(4/86)
10.	Viacom Cablevision	930,000	(9/86)
11.	Times Mirror Cable Television Inc.	822,669	(6/86)
12.	Jones Intercable	767,676	(7/86)
13.	UA Cablesystems Corp.	735,431	(2/86)
14.	Heritage Communications Inc.	724,426	(6/86)
15.	Sammons Communications Inc.	708,609	(12/85)
16.	Cablevision Co.	602,612	(5/86)
17.	Comcast	568,711	(3/86)
18.	Rogers Cablesystems Inc.	534,241	(6/86)
19.	Telecable Corp.	467,941	(3/86)
20.	Prime Cable Corp.	413,000	(7/86)
21.	McCaw Communications	379,800	(4/86)
22.	Post-Newsweek	361,754	(7/86)
23.	Wometco Cable TV Inc.	354,283	(7/86)
24.	Centel Cable	354,051	(6/86)
25.	Scripps-Howard	335,647	(7/86)
26.	Cable Vision Industries	330,883	(4/86)
27.	American Cablesystems Corp.	323,187	(4/86)
28.	Century Communications Corp.	318,060	(12/85)
29.	Falcon Cable	302,000	(6/86)
30.	Daniels & Associates	299,227	(4/86)
31.	Multimedia Cablevision	278,113	(5/86)
32.	TCA Group	255,869	(5/86)
33.	Colony Communications Inc.	242,956	(6/86)
34.	Maclean Hunter Cable TV Ltd.	241,297	(6/86)
35.	Tele-Media	215,000	(7/86)
36.	Adelphia Communications	212,660	(6/86)
37.	Rollins Cableview Inc.	210,500	(6/86)
38.	Service/Electric Cable TV Inc.	195,000	(7/86)
39.	TCI-Taft	181,745	(6/86)
40.	Communications Service Inc.	179,000	(2/85)
41.	Western Communications	175,502	(7/86)
42.	TKR Cable Co.	172,026	(3/86)
43.	Cablentertainment	170,684	(7/86)
44.	Sutton Capital Corp.	166,561	(2/86)
45.	Rifkin & Associates	160,000	(8/86)
46.	Adams-Russell Communications	151,449	(5/86)
47.	Cencom Cable	151,279	(6/86)
48.	Harte-Hanks Communications	144,514	(2/86)
49.	Harron Communications	127,827	(7/86)
50.	Buckeye Cablevision	126,047	(4/86)
51.	Lenfest Group	125,731	(2/86)
52.	Greater Media Cable	124,662	(3/86)
53.	Televents Inc.	123,584	(7/86)
54.	Harris Cable Corp.	122,955	(4/86)
55.	Armstrong Utilities	121,509	(7/86)
56.	Palmer Communications	118,013	(7/86)
57.	First Carolina Communications Inc.	117,469	(7/86)
58.	Sonic Communications	109,916	(3/86)
59.	Summit Communications	109,775	(5/86)
60.	Media General Inc.	107,440	(2/86)
61.	The Essex Group	105,166	(5/86)
62.	Scott Cable Communications	105,000	(3/86)
63.	Multi-Channel TV Cable Inc.	101,874	(4/86)
64.	U.S. Cable Corp.	98,900	(3/86)
35.	Booth Communications	97,671	(7/86)
66.	Simmons Communications	96,991	(7/86)
67.	King Videocable	91,373	(4/86)
68.	Perry Cable TV Corp.	91,306	(8/86)
69.	McDonald Group	90,079	(8/84)
70.	WEHCO Video	84,840	(7/86)
71.	Marcus Communications	83,888	(4/86)
72.	Columbia Associates	80,000	(7/86)
73.	Midcontinent Cable Systems Co.	75,848	(5/86)
74.	Pencor Services	74,868	(8/86)
75.	Northland Communications	74,400	(8/86)
76.	Omega Communications	74,213	(6/86)
77.	Susquehanna Broadcasting	72,235	(1/86)
78.	Selkirk Communications	62,000	(2/86)
79.	National Telecommunications Corp.	61,625	(1/86)
80.	The Daily Press	60,100	(6/86)
81.	Acton Corp.	56,337	(8/86)
82.	Helicon Corp.	55,000	(2/86)
83.	Mountain Cable Co.	55,000	(4/86)
84.	Masada Corp.	53,237	(7/86)
85.	Cardinal Communications	53,200	(7/86)
86.	United Video Management	52,816	(6/86)
87.	Communicom	52,801	(7/86)
88.	Wisconsin Cablevision and Radio Co.	50,083	(7/86)
89.	Chambers Cable Comm. Inc.	48,643	(4/86)
90.	State Cable TV	45,922	(3/86)
91.	Joseph Gans Cable TV	45,679	(6/86)
92.	Bresnan Communications Co.	44,126	(8/86)
93.	New England Cablevision	42,978	(5/86)
94.	Cable Holdings Inc.	42,344	(2/86)
95.	Donrey Cablevision	42,275	(8/86)
96.	Dowden Communications	42,100	(4/86)
97.	Marsh Media	38,097	(7/86)
98.	North American Comm. Corp.	37,710	(6/86)
99.	Enstar Communications	35,630	(4/86)
100.	Gateway Cablevision Corp.	34,694	(2/86)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	270,867	(6/86)
2.	Woodbury (Long Island), NY	Cablevision Co.	242,497	(6/86)
3.	Manhattan, NY	ATC	219,600	(12/85)
4.	San Antonio, TX	Rogers	199,359	(6/86)
5.	Houston, TX	Warner	193,522	(6/86)
6.	East Orange, NJ	Maclean Hunter	184,198	(6/86)
7.	Honolulu, HI	ATC	164,300	(12/85)
8.	Seattle/Snohomish, WA	Viacom	163,000	(9/86)
9.	Hartford/New Britain, CT	United Cable	153,570	(7/86)
10.	Cincinnati, OH	Warner	151,273	(6/86)
11.	Louisville/Jeff. Co., KY	Storer Communications	148,000	(6/86)
12.	Wayne, NJ	UA Cablesystems	144,328	(12/85)
13.	Phoenix, AZ	Times Mirror	144,328	(6/86)
14.	Tulsa, OK	United Cable	140,333	(6/86)
15.	Englewood, CO	United Cable	137,375	(6/86)
16.	Cherry Hills, NJ	NYT	133,316	(5/86)
17.	Tidewater (Norfolk), VA	Cox	131,837	(6/86)
18.	Florida Division (Orlando/Ormond Beach)	ATC	128,100	(12/85)
19.	Seattle, WA	Group W	127,000	(5/86)
20.	Atlanta, GA	Prime Cable Corp.	125,319	(5/86)
21.	Jacksonville, FL	Continental	124,000	(6/86)
22.	Rochester, NY	ATC	123,500	(12/85)
23.	Baltimore County, MD	Comcast	120,725	(5/86)
24.	Erie County, NY	Prime Cable Corp.	119,002	(11/85)
25.	Manhattan, NY	Group W	115,000	(5/86)
26.	Kansas City, MO	ATC	114,600	(12/85)
27.	St. Louis Co., MO	Cencom Cable	111,063	(1/86)
28.	San Jose, CA	Gill Industries	110,000	(5/86)
29.	Warren, NJ	TKR	110,000	(5/86)
30.	Austin, TX	ATC	109,700	(12/85)
31.	Central Islip (Long Island), NY	Viacom	109,000	(9/86)
32.	Memphis, TN	ATC	106,900	(12/85)
33.	San Juan, PR	Harris Cable Corp.	104,728	(4/86)
34.	Toledo, OH	Buckeye Cablevision	103,982	(4/86)
35.	Los Angeles, CA	Falcon	103,869	(4/86)
36.	San Francisco, CA	Viacom	100,000	(9/86)
37.	Jefferson Parish/Kenner, LA	Cox Cable	97,733	(6/86)
38.	Fairfax, VA	Media General	97,420	(2/86)
39.	Southeast Michigan	Comcast	96,100	(5/86)
40.	Wilmington, DE	Rollins Cableview	93,000	(6/86)
41.	San Diego, CA	ATC	92,200	(12/85)
42.	Grand Rapids, MI	UA Cablesystems	89,868	(8/86)
43.	Pompano, FL	American Cablesystems	88,440	(4/86)
44.	Dallas, TX	Heritage	85,922	(6/86)
45.	Richmond/Henrico, VA	Continental	85,000	(6/86)
46.	Pittsburgh, PA	Tele-Communications Inc.	84,517	(6/86)
47.	Dade/Broward, FL	Storer	83,000	(6/86)
48.	Indianapolis, IN	Indianapolis Cablevision Inc.	80,969	(5/86)
49.	Jackson, MS	ATC	80,700	(12/84)
50.	Wichita, KS	Multimedia Cablevision	80,158	(7/85)
51.	New Orleans, LA	Cox Cable	79,914	(11/85)
52.	Charlotte, NC	ATC	78,700	(12/85)
53.	Clearwater, FL	Vision Cable	78,600	(7/85)
54.	Puget Sound, WA	Viacom	78,000	(9/86)
55.	Flint, MI	Comcast Cable	77,208	(3/86)
56.	South Texas, TX	Heritage	76,931	(4/86)
57.	New Orleans, LA	Cox Cable	76,668	(6/86)
58.	Baton Rouge, LA	Cablevision Co.	76,518	(12/85)
59.	Tacoma, WA	Cable TV of Puget Sound	76,132	(5/86)
60.	Boston, MA	Cablevision	75,524	(3/85)
61.	Chicago, IL	Group W	75,000	(4/86)
62.	Santa Monica, CA	Group W	74,000	(5/86)
63.	South Bend, IN	Heritage	71,693	(6/86)
64.	South Texas	Heritage	70,470	(6/85)
65.	Las Vegas, NV	Prime	70,091	(5/86)
66.	Cleveland Heights, OH	Viacom	70,000	(9/86)
67.	Allentown, PA	Service Elec.	70,000	(7/86)
68.	Greensboro, NC	ATC	69,200	(12/84)
69.	Nashville, TN	Viacom	69,000	(9/86)
70.	Orange County, CA	Times Mirror	68,323	(6/86)
71.	Omaha, NE	Cox Cable	67,917	(11/85)
72.	Boston Complex (Medford), MA	Warner	67,245	(6/86)
73.	Akron, OH	Warner	66,501	(6/86)
74.	Chicago, IL	Group W	66,446	(12/85)
75.	Fayetteville, NC	ATC	66,200	(5/86)
76.	Ocean County, NJ	Adelphia	66,051	(6/86)
77.	Raleigh, NC	ATC	65,800	(12/84)
78.	Columbus, OH	Warner	64,679	(3/85)
79.	St. Petersburg, FL	Group W	64,478	(5/86)
80.	Indianapolis, IN	ATC	64,000	(12/85)
81.	Syracuse (suburbs), NY	NewChannels Corp.	63,899	(12/85)
82.	Buffalo, NY	Tele-Communications Inc.	63,898	(8/85)
83.	Monterey, CA	Western Communications	63,429	(6/86)
84.	Des Moines, IA	Heritage	63,316	(6/86)
85.	New Haven, CT	Storer	63,000	(6/86)
86.	Madison, WI	Tele-Communications Inc.	62,099	(5/86)
87.	El Paso, TX	Group W	62,000	(10/85)
88.	Oklahoma City, OK	Cox Cable	62,000	(6/86)
89.	Las Vegas, NV	Times Mirror Cable	61,892	(7/85)
90.	Greater Bridgeport, CT	Cablevision Co.	61,458	8/86
91.	Santa Barbara, CA	Cox Cable	61,155	(6/86)
92.	Contra Costa Co. CA	Televents	61,000	(5/86)
93.	Sarasota, FL	Storer	61,000	(6/86)
94.	Lower Fairfield CO., CT	Cablevision Co.	60,093	8/86
95.	West Palm Beach, FL	Group W	60,000	(7/85)
96.	Mt. Prospect, IL	Cablenet	60,000	(3/85)
97.	Albany, GA	Storer	60,000	(6/86)
98.	Birmingham, AL	ATC	59,400	(12/84)
99.	Escondido, CA	Times Mirror	59,305	(6/86)
100.	Ft. Worth, TX	Sammons Communications	59,000	(7/85)